

**PHILIP MORRIS USA**

**INTEROFFICE CORRESPONDENCE  
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R. Anse

**TO:** Distribution

**FROM:** Laurie Funess *Laurie*

**SUBJECT:** NEW BRAND DISTRIBUTION - SPACE STATUS AS OF JULY 7 (WEEK 8)

**DATE:** July 15, 1991

*Laurie*

On May 13th, the brand packings below were launched at retail. As indicated below, these packings have specific introduction strategies, which may be atypical of a "true" national launch.

<u>PACKINGS</u>	<u>MARKETS</u>	<u>CATEGORY</u>	<u>PRIORITY STORE TYPES</u>
Cambridge Lowest (85's and 100's)	Total U.S.	Ultra Low Tar	Supermarket Drug Stores All Other
Commander (Non-filter 70's and 85's)	Regions 1, 3, 4, 5	Non-Filter	Drug Stores Indep. Supermarkets All Other
Bristol Lowest (85's and 100's)	Region 2	Ultra Low Tar	Prior Bristol Dist. Supermarkets Drug Stores All Other

While Cambridge and Bristol packings are new line extensions, those for Commander constitute a relaunch (with coupons attached to the product).

Until now, the ICR did not track Commander so its SPACE distribution level prior to the relaunch was not known. As a result, the Commander distribution numbers reported here are only as of the relaunch.

### HIGHLIGHTS

The following are SPACE distribution numbers after eight (8) weeks at retail:

<u>PACKINGS</u>	<u>OVERALL DIST.</u>	<u>% STORES CONTACTED</u>	<u>% DIST. IN STORES CONTACTED</u>
Cambridge Lowest	43%	94%	46%
Commander	22%	93%	24%
Bristol Lowest	34%	96%	35%

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Note that distribution of Cambridge Lowest (43%) ranges from 33% (Region 5) to 50% (Region 3). Distribution ranges are even wider on a Section level (see attached).

Summaries by trade class and Section are attached on tables 1-6 for reference. If you have any questions or require additional information, please let me know.

Distribution:

R. Anise  
S. Bloom  
S. Bowers  
D. Dangoor  
C. Finch  
A. Goldfarb  
T. Goodale  
B. Hopkins  
C. Johnson  
J. Kuhlman  
N. Lund  
A. Macrae  
M. Mahan  
R. Martindale  
D. Mazzitelli  
E. Merlo  
T. McCarthy  
R. Mikulay  
D. Miller  
E.H. Mize  
M. Moore  
D. Nelson  
B. O'Brien  
R. Olson  
N. Parmet  
S. Sabella  
B. Schuyler  
J. Scully  
A. Sinha  
M. Szymanczyk  
S. Vasquez

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